Amendments to and Listing of the Claims:

Please amend claims 18 and 29-31 as follows:

1-17. (canceled)

18. (currently amended)   A method of managing advertisement opportunities or avails (avails) in a television network environment, the method comprising:

(a) recognizing one or more advertisement opportunities (avails), each avail advertisement opportunity having an expected viewership;

(b) creating a plurality of subavails based on the recognized advertisement opportunitiesavails, wherein each subavail is directed at a target audience group and each subavail is associated with a portion of the expected viewership of its corresponding advertisement opportunity; and

(c) generating one or more groups of subavails by aggregating the plurality of subavails from at least two of the advertisement opportunities, wherein at least one of the groups of subavails has an a total expected viewership greater than or equal to the expected viewership of one of the avails advertisement opportunities from which the subavails in the at least one group originated.

19. (previously presented)   The method of claim 18, further comprising:

(d) selling the groups of subavails to one or more prospective advertisers.

20. (previously presented)   The method of claim 19, further comprising:

(e) receiving one or more bids for each group of subavails; and

(f) selling the group of subavails to the highest bidder.

21. (previously presented)   The method of claim 18, further comprising:

    (d) gathering one or more subscriber characteristics of the target audience group;
and

    (e) correlating the subscriber characteristics to the groups of subavails.

22. (previously presented)   The method of claim 21, further comprising:

    (f) determining pricing for the groups of subavails based on the correlation.

23. (previously presented)   The method of claim 22, further comprising:

    (g) selling the groups of subavails based on the determined pricing.

24. (previously presented)   The method of claim 21, further comprising:

    (f) transmitting the correlation results to one or more prospective advertisers;

    (g) receiving one or more bids for each group of subavails; and

    (h) selling the group of subavails to the highest bidder.

25. (previously presented)   The method of claim 21, further comprising:

    (f) receiving information about one or more advertisements to be placed in the
subavails;

    (g) characterizing the advertisements; and

    (h) inserting the advertisements in the subavails based on a correlation of the
advertisements and the subscriber groups.

26. (previously presented)   The method of claim 18, wherein the subavails are grouped by combining a plurality of subavails across different channels.

27. (previously presented)   The method of claim 18, wherein the subavails are grouped by combining a plurality of time-sequenced subavails.

28. (previously presented)   The method of claim 27, wherein the subavails are gathered from a channel.

29. (currently amended)   An advertisement management system for managing advertisement opportunities or avails in a television network environment, the system comprising:

an advertisement opportunities (avails) recognition module configured to recognize advertisement opportunitiesavails, each advertisement opportunity avail having an expected viewership;

a subavail generation module configured to create a plurality of subavails based on the recognized advertisement opportunitiesavails, wherein each subavail is directed at a target audience group and each subavail is associated with a portion of the expected viewership of its corresponding advertisement opportunity; and

a grouping module configured to create one or more groups of subavails by aggregating the plurality of subavails from at least two of the advertisement opportunities, wherein at least one of the groups of subavails has an a total expected viewership greater than or equal to the expected viewership of one of the avails advertisement opportunities from which the subavails in the at least one group originated.

30. (currently amended)   The system of claim 29, further comprising ~~an avail~~ a sales module configured to sell the groups of subavails to one or more prospective advertisers.

31. (currently amended)   The system of claim ~~12~~29, further comprising:

    a subscriber characterization module configured to gather subscriber characteristics; and

    a correlation module configured to correlate the subscriber characteristics to the groups of subavails.

32. (previously presented)   The system of claim 31, wherein the correlation module correlates the subscriber characteristics to advertisements.

33. (previously presented)   The system of claim 29, wherein the subavails are grouped by combining a plurality of subavails across different channels.

34. (previously presented)   The system of claim 29, wherein the subavails are grouped by combining a plurality of time-sequenced subavails.